

**RJ REYNOLDS**

TOBACCO COMPANY

**COPY**

J. CAMPBELL / ROU 1610  
 PROMOTIONAL COORDINATOR  
 8889 MAIN STREET  
 WILLIAMSVILLE, NY 14221  
 (716) 834-4179  
 FAX (716) 834-3145

JULY, 98

**DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')**

<b>TO:</b>	<b>RJR ACCOUNT #: #315288</b>	<b>CC:</b>	<b>B. COOK</b>
	<b>MR. J. MITIGUY</b>	<b>CC:</b>	
	<b>DOWLINGS, INC.</b>		
<b>FAX #:</b>	<b>(802) 893-5110</b>		

PARTNERS PROMOTION REPORTING: **DOR\_SEPT\_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	##CARTONS TO PACK @ DISPLAY	##SKUS (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	4	1 (ONE CTN)	120
25469	6M		DORAL MEN LT 100	4	1 (ONE CTN)	
25468	6M		DORAL 100	4	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	4	1 (ONE CTN)	

PRODUCT PO # **817-A**DISPLAYS / PREMIUMS PO # **817-B**

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$5,378.59	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
105	NO. OF DISPLAYS ON CUSTOMER LIST
\$224.00	PACKING PAYMENT (\$14.00 X 16 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
15	NUMBER OF EXTRA DISPLAYS

**PROMOTION DESCRIPTION:**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).  
 SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.  
 CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

**DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

**PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **8/31/98.**
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

51845 7806

WHOLESALE : 315288 DOWLINGS, INC. <DIRECT>  
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
 TEMPLATE SEQ : 0919  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	162323	113645	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	05488	1		2794-0200	349	(802)868-7843
162301	162323	576895	ALBURG SHORT STOP 3	RTE_2	ALBURG	VT	05440	1		2681-0000	3499	(802)796-3360
162301	162323	633761	MINOR'S DISCOUNT BE	375 LAKE ST	ST ALBANS	VT	05478	5			2684 CIG	(802)524-4338
162301	163829	509373	MILTON SHORT STOP02	ROUTE #7	MILTON	VT	05468	1		2681-0000	2513	(802)893-6536
162301	163827	113858	B & D SUPER MARKET	MAIN ST	NORTH TROY	VT	05859	1			2630	(802)988-2545
162301		282633	RACINES MOBIL	222 LAKE ST	ROUSES POINT	NY	12979	1			2729	(518)297-7344
162301	162323	343312	EXXON SHORT STOP	443 ROUTE 3	PLATTSBURGH	NY	12901	1		2681-0000	2778	(518)563-0043
162301	163829	475125	150-C1 CHAMPLAIN	FARMS TEXACO	COLCHESTER	VT	05446	1		1657-0000		(802)655-4703
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	2				(802)879-6388
162301	163829	594886	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1		2681-0000	3724	(802)893-2573
162301	163829	615922	400-WN2 CHAMPLAIN	FARMS EXXON	WINOOSKI	VT	05404	1		1657-0000		(802)655-4336
162301	162323	619802	SHORT STOP #111	433 CORNELIA STRE	PLATTSBURGH	NY	12901	1		2681-0000	2443	(518)563-8756
162301	162323	664545	ALBURG EXXON SHORT STOP		ALBURG	VT	05440	1		2681-0000		(802)796-4705
162301	162323	702261	SWANTON SHORT STOP	97 1ST ST	SWANTON	VT	05488	1		2681-0000		(802)868-3527
162301	162323	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	2				(802)933-2153
162301	162323	727620	300-SA P.J.'S MINIT	STOP EXXON	ST ALBANS	VT	05478	1		1657-0000		(802)527-1128
162301	162323	760317	330-SW CHAMPLAIN	FARMS EXXON	SWANTON	VT	05488	1		1657-0000		(802)868-7790
162302	162325	771336	EAST ROAD VARIETY	1677 EAST RD	BENNINGTON	VT	05201	1				(802)447-7528
162302	162325	399687	MARTIN'S MINI MART	MAIN STREET	BENNINGTON	VT	05201	5		2794-0200	3397 CIG	(802)442-7261
162302	162320	494957	POULTNEY CASH MARKE	37 MAIN ST	POULTNEY	VT	05764	5			CIG	(802)287-5732
162302	162325	771337	MAGUIRE'S MARKET	510 SOUTH ST	BENNINGTON	VT	05201	1				(802)442-8957
162302	162325	804447	MARTIN STOP & GO	261 BENMONT AVE	BENNINGTON	VT	05201	1				(802)442-9465
163801	163829	073037	COLONIAL DELI MART	50 SUSIE WILSON R	ESSEX JUNCTION	VT	05452	1			956466	(802)879-7471
163801	163828	659599	BERLIN SHORT STOP	324 BERLIN/MONTPE	BARRE	VT	05641	1		2681-0000	4284	(802)479-2213
163801	163829	665918	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	05403	1			3806	(802)660-9405
163801	163828	670403	370-WB2 FASTOP EXXO	RT 100	WATERBURY	VT	05676	1		1657-0000		(802)644-6426
163801	163827	679268	320-SJ CHAMPLAIN	FARMS TEXACO	SAINT JOHNSBUR	VT	05819	2		1657-0000		(802)748-4000
163801	163828	683709	90-BE1 DAVE'S TEXAC	13-15 SOUTH MAIN	BARRE	VT	05641	1		1657-0000		(802)479-9897
163801	163829	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1		2681-0000		(802)482-4556
163801	163828	703503	MORETOWN SHORT STOP	RT. #100	MORETOWN	VT	05660	1		2681-0000		(802)496-6580
163801	163829	740858	60-B6 CHAMPLAIN	FARMS TEXACO	BURLINGTON	VT	05401	1		1657-0000		(802)862-6070
163801	163829	760220	BALLARD'S STORE	P.O. BOX 2	HINESBURG	VT	05461	1			2217	(802)482-2070
163801	163829	760698	MOBIL SHORT STOP 00	1830 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2539	(802)658-2965
163801	163829	965513	BOURNE'S SERV. CTR.	760 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1			2300	(802)658-6460
163801	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	1				(802)658-4790
163801	163829	113507	LAROW'S MARKET	144 NORTH ST	BURLINGTON	VT	05401	1				(802)864-0363
163801	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	2				(802)863-4792
163801	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200		(802)878-5892
163801	163827	113765	JIMMY KNIK	60 COVENTRY ST	NEWPORT	VT	05855	2			2454	(802)334-2132
163801	163829	114008	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	1				(802)879-7101
163801	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	1			2218	(802)879-6471
163801	163829	114080	ESSEX DISCOUNT BEV.	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	2			2355	(802)879-8951

WHOLESALE : 315288 DOWLINGS, INC. <DIRECT>  
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
 TEMPLATE SEQ : 0919  
 SALES LEVEL : 16KXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163828	114105	BRADLEYS GENERAL	RT 15	JOHNSON	VT	05656	1				(802) 635-2496
163801	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1				(802) 864-9638
163801	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1			2157	(802) 863-9279
163801	163829	399636	LUCKY LANCE	1355 NORTH AVE	BURLINGTON	VT	05401	1			2994	(802) 863-7161
163801	163829	400847	AIRPORT MOBIL	1801 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2794-0200	2466	(802) 863-3743
163801	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	1		2681-0000	2858	(802) 660-8680
163801	163829	500924	SHORT STOP124	450 ESSEX ST	WILLISTON	VT	05495	1		2681-0000	2511	(802) 879-0223
163801	163829	512774	MOBIL SHORT STOP 00	977 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2448	(802) 864-9654
163801	163828	555572	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	05676	1			2169	(802) 244-5062
163801		571864	260-M3 FASTOP TEXAC	108 STATE ST	MONTPELIER	VT	05602	1		1657-0000		(802) 223-6817
163801	163829	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2449	(802) 658-4635
163801	163829	587759	20-B2 ROTARY MART E	103 SHELBURNE ST	BURLINGTON	VT	05401	1		1657-0000		(802) 655-4703
163801	163828	590776	110 BE3 FASTOP EXXO	377 N MAIN ST	BARRE	VT	05641	1		1657-0000		(802) 476-7695
163801	163828	595955	360-WF CHAMPLAIN	FARMS GULF	WATERBURY	VT	05676	1		1657-0000		(802) 244-8351
163801	163827	615925	170-DB CHAMPLAIN	FARMS EXXON	NEWPORT	VT	05855	1		1657-0000		(802) 766-2182
163801	163827	623878	OCTANE INC SHORTSTO	RTE. 5	DERBY	VT	05829	1		2681-0000	2378	(802) 334-6835
163801	163829	649433	190-ES CHAMPLAIN	FARMS EXXON	ESSEX JUNCTION	VT	05452	1		1657-0000		(802) 879-5232
163802	163829	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	2			2463	(802) 453-3000
163802	163825	198562	MIDWAY FOOD MART	RTE 106 & MAPLE S	N SPRINGFIELD	VT	05150	1		5247-0000	5130	(802) 886-2329
163802	163828	309215	350-WF CHAMPLAIN	FARMS EXXON	WAITSFIELD	VT	05673	1		1657-0000		(802) 496-3196
163802	163828	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1			3060	(802) 775-7901
163802	163828	437115	280-RD CHAMPLAIN	FARMS GULF	RANDOLPH	VT	05060	1		1657-0000		(802) 728-6511
163802	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			4852	(802) 773-8122
163802	163828	615934	130-BRN CHAMPLAIN	FARMS GULF	BRANDON	VT	05733	1		1657-0000		(802) 247-6164
163802	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1		2681-0000	2450	(802) 773-1732
163802	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	1		2681-0000	3352	(802) 773-6919
163802	163829	665502	230-MB CHAMPLAIN	FARMS TEXACO	MIDDLEBURY	VT	05753	1		1657-0000		(802) 388-2122
163802	163828	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1		2681-0000	4430	(802) 747-0294
163802	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	5				(603) 542-2278
163802	163827	723336	220-LB FASTOP	LEBANON EXXON	LEBANON	NH	03766	3		1657-0000		(603) 448-6965
163802	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	3		2794-0200		(603) 542-3080
163802	163828	742293	120-BTH CHAMPLAIN	FARMS GULF	BETHEL	VT	05032	1		1657-0000		(802) 234-5376
163802	163828	755347	270-NF CHAMPLAIN	FARMS EXXON	NORTHFIELD	VT	05663	1		1657-0000		(802) 485-6000
163802		804665	MOBIL CONVENIENCE	210 WASHINGTON ST	CLAREMONT	NH	03743	1				(603) 542-1960
163803	163825	361537	ROUTE 9 SUNOCO	MAIN ST	WILMINGTON	VT	05363	1				(802) 464-3372
163803	163825	746262	BRATTLEBORO MOBIL	972 PUTNEY RD	BRATTLEBORO	VT	05301	1				(802) 254-7397

PAGE BREAK TOTAL ACCOUNTS 78 TOTAL QUANTITY 105

TEMPLATE TOTAL ACCOUNTS 78 TOTAL QUANTITY 105

51845 7808

# We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

## Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

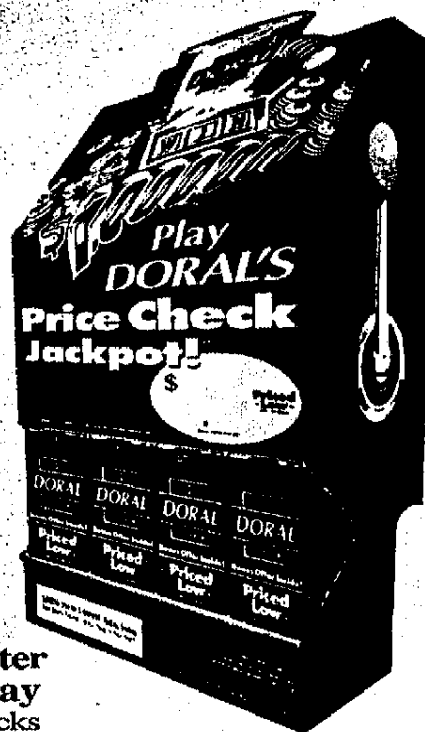
In September, everyone comes out a winner with Doral's Price Check Jackpot.



**Easel Card  
w/Entry Forms**



**Wobbler**



**Counter  
Display  
(40 packs  
per display)**

**Additional Support Pieces:\***

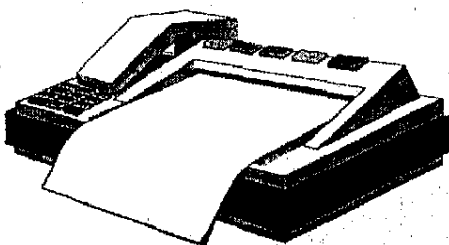
**Pack Outlet  
Small Paster**

**Cigarette/Tobacco Store Outlet  
Large Paster  
Banner  
Standee**

\*Adhesive numbers and a pricing pen will be included for you to price the materials.

J. CAMPBELL  
R. J. REYNOLDS TOBACCO CO.  
(716) 634-4179  
FAX (716) 634-3145

## SENDING A FAX!!



DATE: 7-15-98

TO: J. MITIGUY (FAX #(802) 893-5110)  
*Dowling*

NUMBER OF PAGES (INCLUDING COVER PAGE) 2

### COMMENTS:

Hi John, PO Numbers have been set up as indicated on  
the attached correspondence. Any questions, please call.

Detailed correspondence will be  
mailed.  
*Judy*

51845 7810

# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR  
8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

JULY, 98

## DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #315288	CC:	B. COOK
	MR. J. MITIGUY DOWLINGS, INC.	CC:	
FAX #:	(802) 893-5110		

PARTNERS PROMOTION REPORTING: DOR SEPT JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

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25470	6M		DORAL ULT LT 100	4	1 (ONE CTN)	

### PRODUCT PO # 817-A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$5,378.59	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
105	NO. OF DISPLAYS ON CUSTOMER LIST
\$224.00	PACKING PAYMENT (\$14.00 X 16 (6M) PROMOTED CASES)

### DISPLAYS / PREMIUMS PO # 817-B

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
15	NUMBER OF EXTRA DISPLAYS

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- JACKPOT.DOC

51845 7811

## TRANSMIT CONFIRMATION REPORT

NO.	:	014	
RECEIVER	:	18028935110	
TRANSMITTER	:	RJ REYNOLDS	
DATE	:	JUL 15'98	14:09
DURATION	:	01'26	
MODE	:	STD	
PAGES	:	02	
RESULT	:	OK	

51845 7812